



CALPEEK

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CAMPAIGN 2000: HJTA OFFERED TO SUPPORT BIG SCHOOL BUILDING BOND AFTER PROP. 26 DEFEAT

Editor's note: With about 10 days to go before the Nov. 7th election, Prop. 39 supporters expect to spend a total of \$30 million on mail, slates, tv and radio – all in an effort to pass an initiative which kills the 2/3rds vote requirement to pass a local school bond. Question: is Prop. 39 necessary? Was there another way to finance construction of badly needed classrooms? Here's our report & analysis...

...After spending about \$24 million in the March 2000 primary, Prop. 26 lost by a margin of 51.3% NO vs. 48.7% YES. Lots of finger pointing and the problem of crowded schools remained. Props. 26 and 39 are almost the same. Prop. 26 would have required local school bonds to pass with a 50% vote, while Prop. 39 requires a 55% vote. That's why 39 is called *Son of 26*...

...In late March, shortly after the Prop. 26 loss, several key members of the Howard Jarvis Taxpayers Assn. (aka the *Save Our Homes Cmt.*, NO on 26) met with Reed Hastings, one of the key Silicon Valley business execs pushing Prop. 26 (and Prop. 39). According to sources, at this meeting HJTA officials told Hastings that they would support a multi-billion dollar school facilities construction bond on the next ballot (November 2000) and wanted to know if Hastings and his allies would go along – as opposed to doing another expensive initiative campaign...

...To pass a school facility bond at the statewide level only requires a simply majority and since 1992, three such bonds have been approved: Prop. 155 in '92 for \$900 million, Prop. 203 in '96 for \$3 billion, and Prop. 1A in '98 for \$9.2 billion. So there is a history of voter support and unlike a local school bond, where local property taxpayers are hit hardest, statewide bonds are paid off by all Calif. taxpayers. That's the key advantage of a state bond...

...Sources say there were some additional exchanges between Hastings and the HJTA, but in the end Hastings rejected the bond offer in favor of *Son of 26* – Prop. 39...

...The new Public Policy Inst. of Calif. survey puts support for Prop. 39 at 50% vs. 37% who are opposed. The most recent Field Poll has YES on 39 at 46% vs. NO at 34%. Despite the huge campaign budget, the key problem for supporters is that they will not deal with the essential core question of, "Why should I raise my property tax?" And the YES side never mentions the elimination of the 2/3rds vote. Stay tuned...

CAMPAIGN 2000: AS WHITE HOUSE RACE BECOMES CLOSER IN CALIF., GORE'S TEAM & SOUTH AT ODDS.

Editor's note: This *Campaign 2000* battle is coming down to the wire and could turn out to be one of the closest battles for the White House since 1960. And in Calif., where Demo Al Gore once enjoyed a 15-pt. lead over GOP Gov. George W. Bush, the race is now down to single digits in most, but not all polls. Toss into this mix the recent barbs thrown at the *Gore 2000 Campaign* by Demo Gov. Gray Davis' chief political operative Garry South and you have Calif. GOPers drooling. Here is our update & commentary...

...How close is the Gore vs. Bush race in Calif.? At the time of South's comments in Sacto about Gore's campaign two weeks ago, Bush was ahead by 4-5 pts. in the national polls and that impacted Gore's standing here. In Calif., several polls had Gore's lead at just 5 points (the PPIC poll: 44% to 39%). South's pollster, Paul Maslin, had the race even tighter. But all of these surveys came out of the field on or about Oct. 18-20...

...Demo pollster Mark Mellman is also polling statewide in Calif. and his 3-day tracking poll of Sunday, Oct. 22nd had Gore up by 9-pts. South says that it hasn't been a 9-pt. race in Calif. for 3 weeks, so **Calpeek** doubled checked with Mellman who had a new tracking poll which was finished on Monday, Oct. 23rd. It showed Gore up by 10-pts. As of Oct. 24th, Gore finally moved ahead of Bush in the Zogby Poll by a margin of 45% to 42%. It's only natural that polling in Calif. would reflect this slight national surge for Gore. Polls go up and down and next week Bush might be ahead, which would again mean a tighter race in Calif....

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... The new *L.A. Times* poll, conducted between Oct. 19-22 among 1,304 registered voters (including 852 likely voters) shows Gore at 48% vs. Bush at 41%, with Ralph Nader at 5%, Pat Buchanan at 1% and undecided at 5%. This is the first survey Calpeek has seen since late February 2000 where Bush has cracked the 40% mark in Calif....

... Are Calif. Demos panicked by the closer race? Not really. Most Demo consultants are focusing on their own races and not worrying about Gore. Yes, Demo consultants would like to see Gore up on tv responding to the nearly \$10 million in tv for Bush. South is right in this respect: if you get hit, you have to respond. If there is Calif. tv for Gore, and that's a big IF, it will be paid for with soft money from the CA Demo Party, just like the Bush tv ads are being paid for with soft money from the CA Republican Party. The only major concern among Calif. Demos is Nader. He could hurt Gore on the West Coast...

... Another one of South's concerns is President Bill Clinton. Gore's campaign has been reluctant to use Clinton in the final weeks and South says that's a mistake. But it looks as though the *Big Guy* will be heading into some key battleground states, as well as Calif., the week of Oct. 30th. It's *Bubba going to the base* – aiming at Black voters and blue collar Demos. Clinton helps Gore and Demos in Calif....

... FYI: Gore will carry Calif. – although nowhere close to the 20-points that Davis did in '98, with South in charge. South thinks he's got a better grasp on Calif. than the Gore team in Nashville. In fact, some including Calpeek, think part of South's ongoing battle with Nashville dates back to 1998. Gore's lead consultant is Bob Shrum, who also was the lead consultant to former Calif. Demo governor candidate Al Checchi. To say that relations between Checchi and Davis weren't civil during that '98 primary is an understatement. And South has a very long memory. Stay tuned...

CAMPAIGN 2000: CALIFORNIA INITIATIVE UPDATE.

Editor's note: Here's another update on Calif. initiatives facing voters Nov. 7th, including new polling data on Prop. 38 – School Vouchers...

◆ **Prop. 38(School Vouchers)** – The newest poll by the Public Policy Inst. of Calif. has NO on 38 ahead by a margin of 55% vs. 36% YES, with 9% undecided. The PPIC poll was taken Oct. 11-18, among 1,646 r/v and 1,096 likely voters. The newest Field Poll (reported in last week's issue of Calpeek) shows almost the same thing: NO 52% vs. YES 36%...

... What's really interesting is that Calif. *isn't* the only state

that has a school voucher proposal on the ballot. There's a voucher measure in Michigan (Proposal 1) which is tearing apart the Michigan Republican Party. That proposition is losing in the latest poll by the *Detroit Free Press*: NO 59% vs. YES 32%. In this battle, GOP Gov. John Engler and Demo VP Al Gore are NO, while GOP U.S. Sen. John McCain, who carried Michigan in the bitter GOP presidential primary, is YES. Texas Gov. George W. Bush, who favors school vouchers, is ducking. Michigan's Prop. 1 has some of the same flaws as Calif.'s Prop. 38, but it has some things which Prop. 38 doesn't. For example, Prop. 1 requires teacher testing in private schools which accept vouchers. In addition, Prop. 1 increases state funding of education for all public schools. However, the downside is that it will also trigger a huge income tax increase, which has the GOP and blue collar Demos up in arms because Michigan has a flat income tax system locked into the state constitution...

● **Commission on Initiative Process** – Some 24 members of the *Assembly Speaker's Commission on Calif.'s Initiative Process* will meet Oct. 30th in Sacramento for this first meeting. Some of the members of this new panel include L.A. Co. Registrar Connie McCormack, former State Sen. Gary Hart, L.A. p/a exec David Abel, former HJTA president Joel Fox, attorneys Colleen McAndrews and Joe Remcho, and petition mgt. consultant Bill Arno – to name a few. Sounds promising. Stay tuned...

CAMPAIGN 2000: UPDATE ON U.S. HOUSE CONTESTS.

Editor's note: Here's another update on key U.S. House races in Calif. The current Calif. Congressional Delegation has 27 Demos and 25 GOPers...

... The *Watch List* remains unchanged (incumbents are underlined): Tauscher(D-10); Capps(D-22); Gallegly(R-23); Horn(R-38); and Baca(D-42)...

The Battle Zone

(Incumbents are underlined):

15 th CD Open	<u>Honda</u> (D) vs. <u>Cunneen</u> (R). Toss up
20 th CD	<u>Dooley</u> (D) vs. <u>Rodriguez</u> (R). Leans D
27 th CD	<u>Rogan</u> (R) vs. <u>Schiff</u> (D). Leans D
36 th CD	<u>Kuykendall</u> (R) vs. <u>Harman</u> (D). Toss up
49 th CD	<u>Bilbray</u> (R) vs. <u>Davis</u> (D). Toss up

☒ **49th CD Update** – A new KGTV-Chn. 10 poll shows Davis jumping from a 7 pt. lead to a 10 pt. lead: Davis 51% vs. 41% for Bilbray. The poll of 500 likely voters was released on 10/18. FYI: CQ (Congressional Quarterly) rates the contest a toss up, as does Calpeek. Demos are becoming more optimistic, but neutral sources still believe this is Bil-

bray's race to win or lose...

☒ **20th CD Update** – More bad news for GOP challenger Rich Rodriguez in his uphill battle to unseat U.S. Rep. Cal Dooley(D). The influential Fresno BEE endorsed Dooley, saying that Rodriguez “has shown himself unqualified to even run for Congress, much less serve in it.” The BEE said Dooley “deserves reelection” and “fits the district well.” FYI: after the Mexican American Political Assn (MAPA) endorsed Dooley, Rodriguez campaign mgr. Joe Galli told the BEE (10/16) that MAPA was filled with “liberal, UFW, Cesar Chavez-types.” Dooley’s campaign blasted Galli and said he should be fired. He wasn’t...

☒ **New Voter Registration Data** – Here’s the new numbers in the key Battle Zone CDs. All data firm except the 15th CD. Numbers of new voters since the primary:

15 th CD	11,864(D)	5,249(R)
20 th CD	3,289(D)	11,298(R)
27 th CD	12,006(D)	9,271(R)
36 th CD	6,957(D)	6,877(R)
49 th CD	13,654(D)	7,866(R)

...FYI: In the 38th CD, the Demos registered 14,587 new Demos vs. only 4,666 GOPers. Stay tuned...

CAMPAIGN 2000: MURPHY AND ROBERTS SLUG IT OUT IN CLOSE ELECTION FOR SAN DIEGO MAYOR.

Editor’s note: With just slightly more than a week to go, the contest between San Diego Co. Sup. Ron Roberts and Sup. Court Judge Dick Murphy is still considered a toss up. The most current KGTV-Chn. 10 poll shows Murphy ahead: 46% to 40% (500 likely voters, Oct. 16-17), but neither side seems to think it’s this far apart. Here’s our update & analysis...

...Murphy, soft spoken and *judicial*, has been the *underdog* in this battle to succeed San Diego Mayor Susan Golding ever since he entered the contest. Roberts always has been viewed as the frontrunner, at least in the primary and until recently. And indeed, Roberts came in first in the March primary with 26% vs. only 15% for Murphy, who was just slightly ahead of 3rd place finisher, the *deep pocketed* Peter Q. Davis, and 4th place finisher Councilwoman Barbara Warden. But in recent weeks it’s Murphy who seems to be closing the gap, *except* when it comes to money. In that department Roberts has a big lead. No doubt the *San Diego Union-Tribune* endorsement of Murphy has helped, especially among the traditional conservative voters...

...Two weeks out, Roberts has produced 3 tv spots: 1) an

attack aimed at *city hall’s mess* (read that as the Chargers and Padres deals); 2) a spot about Murphy’s record while on the city council; and 3) a new ad about freeway gridlock tied into a NO new airport at Miramar Marine Corps Air Station. Some sources think Miramar/traffic gridlock could be the key issue, while others say it’s the Chargers/Padres fiasco which really has voters POed. Murphy has been just as outspoken about the two sports deals as Roberts, but has not closed the door on Miramar as a possible location for a new commercial airport. Murphy has about \$125,000 in one tv ad. It is an excellent spot that stresses his independence & integrity. Roberts’ tv buy is about \$560,000...

...The key in this race could be the GOTV effort. In the primary, Murphy was the only mayoral candidate who was opposed to Prop. 22 (ban on gay marriage). Hardline conservatives got the word out via phone banks and walking and it was enough to propel Murphy past Davis and Warden. This November there is no *wedge issue* (moral issue) like Prop. 22. And with all of organized labor on his side, plus the BIA and public safety groups, if Roberts puts together an aggressive GOTV/field op, that could make a difference. Stay tuned...

CAMPAIGN 2000: CALIF. STATE ASSEMBLY UPDATE.

Editor’s note: Here’s another update on Calif. Assembly races. The lineup has changed somewhat from our last update several weeks ago...

The Watch List(Incumbents)

...With just over a week to go before the Nov. 7th election, here’s the way our incumbent *Watch List* looks. Incumbents are underlined. Leach is a new addition to the *Watch List*, while we have removed Nakano and Jackson from the *Battle Zone* list. Both are now favored. Leach has been added to the *Watch List* because there’s a ton of Demo money being pumped into the 7th SD battle between Torlakson(D) and Rainey(R), with Torlakson gaining ground. Because Leach is nested in the 7th SD, she could face trouble from Greg Rolan(D). All incumbents are favored...

10 th AD	<u>Pescetti</u> (R) vs. Gravert(D)
15 th AD*	<u>Leach</u> (R) vs. Rolen(D)
35 th AD*	<u>Jackson</u> (D) vs. Sullivan(R)
53 rd AD*	<u>Nakano</u> (D) vs. Felando(R)
69 th AD	<u>Correa</u> (D) vs. Lopez(R)
78 th AD	<u>Wayne</u> (D) vs. Steel(R)

The Watch List(Open Seats)

...There are only two ADs in this category: Dennis Mount-

joy(R) vs. Meline Hall(D) in the 59th AD; and Jay La Suer (R) vs. Todd Keegan(D) in the 77th AD. In these ADs, GOP candidates Mountjoy and La Suer are favored...

The Battle Zone

16th AD Bock(I) vs. Chan(D). Leans D+
 17th AD Open Aghazarian(R) vs. Matthews(D). Toss up
 24th AD Open Jackson(R) vs. Cohn(D). Toss up
 28th AD Open Denham(R) vs. Salinas(D). Toss up
 30th AD Flores(D) vs. Kay(R). Leans D-
 37th AD Strickland(R) vs. McGrath(D). Leans R
 41st AD Open Shapiro(R) vs. Pavley(D). Leans D
 43rd AD Open Massakian(R) vs. Frommer(D). Leans D
 44th AD Open Liu(D) vs. Carpenter-McM. Leans D
 54th AD Lowenthal(D) vs. Svorinich(R). Leans D
 56th AD Havice(D) vs. Hu(R). Leans D-
 61st AD Open Yates(R) vs. McLeod(D). Toss up
 76th AD Open Kehoe(D) vs. Nash-Hoff(R). Leans D

... Sources tell Calpeek that in the 30th AD GOPers are making an all out effort with big bucks to knock off Dean Flores... 28th AD, sources say Bush is not helping Denham in this district... 54th AD, new polling from Lowenthal shows him drawing away from Svorinich – and money is getting tight for Rudy... 56th AD, sources say GOP Cerritos Councilwoman Grace Hu is pumping in lots of her own \$\$\$ into this battle with Havice, who is a perpetual problem for the Demos. Stay tuned...

CAMPAIGN 2000: CITY AND COUNTY INITIATIVES.

Editor's note: Here's another update on some key county and city initiatives...

♦ **Measure A in L.A. Co.** – If approved, this initiative would increase the size of the L.A. Co. Board of Supervisors from 5 to 9. But it's a big IF, because this is the 5th time since 1992 that this sort of expansion measure has been put before voters. There doesn't seem to be much of a YES campaign thus far. The NO side's leading advocates are County Supes Zev Yaroslavsky and Mike Antonovich. Zev is working the Demo side and Antonovich the GOP side, along with County Sup. Don Knabe. The NO side has some money for slates and perhaps radio. The *L.A. Times* has editorialized NO on A, saying this initiative doesn't go far enough, that an elected county executive is needed...

♦ **Measure A in Santa Clara Co.** – If approved, this local initiative placed on the ballot by the Valley Transportation Authority(VTA) would **extend** the county's ½ cent sales tax for another 30 years – bringing in an estimated \$4 billion. In 1996, voters approved a 10-year hike in the sales tax for

transportation purposes. New Measure A would kick in just as the previous hike expires. Sources say funds from A would be used to extend BART to San Jose. That's the big selling point and it seems to be working. YES on A is on tv and radio and even has two billboards facing key gridlocked freeways in Santa Clara Co. Townsend, Raimundo, Besler & Usher are handling the YES on A, with Jude Barry as a campaign co-director. "A" requires a 2/3rds vote...

♦ **Measure F in L.A. City** – This is a \$532 million bond measure to build or replace 19 fire station facilities, 5 new animal shelters and 3 expanded/upgraded animal shelters. The measure also will pay for paramedic stations and a helicopter maintenance facility. This bond measure requires a 2/3rds vote. Consultant Steve Afriat has been hired by the YES side – *The Public Safety Coalition*. This won't be an easy campaign because S.F. Valley and Harbor area secessionists are dead set against Measure F. They say "F" will make secession more expensive and complicated. Supporters of "F" think the opponents are foolish, noting that some of the improvements will help the Valley and Harbor areas...

♦ **Measures K & L in S.F.** – In S.F. it's the battle over growth, with S.F. Mayor Willie Brown battling for approval of his less stringent Measure K vs. County Supervisor Tom Ammiano's anti-growth Measure L. The YES on K/NO on L forces of Mayor Willie are up on tv and in the mail. The hit on L essentially says it is a measure which will stop all growth – period! Consultant Paul Kinney is doing the tv, with Terris & Jaye on mail. Solem & Assoc. was recently added to the team to handle press. Corey Canapary & Galanis are on polling, with consultant Jack Davis aboard as an advisor. Sources say Mayor Willie is pulling out all the stops to defeat L. The *S.F. Exam* is YES on K/NO on L, the *San Jose Mercury News* is NO on both...

CALPEEK'S CALENDAR OF POLITICAL EVENTS

Nov. 1	Sacramento Mayor's debate, KCRA-TV.
Nov. 3	12 th Annual Business Forecast Conf., sponsored by VICA, Warner Center Marriott Hotel in Woodland Hills, CA.
Nov. 7	Election Day.
Nov. 9-12	Internat'l Assn. of Political Consultants annual conference, Washington DC
Nov. 15	8 th annual Calif. Policy Issues Conf. sponsored by the Pat Brown Inst. of Public Affairs, Wilshire Grand Hotel, L.A.